

MEMORANDUM
Engineering Division



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To: Thomas J. Wilson, City Manager
Through: Mike McNeely, City Engineer *MM*
From: Darryl Wong, Utility Engineer *DW*
By: Leslie Stobbe, Public Information Specialist *LES*
Subject: Odor Publicity & Outreach Action Plan
Date: November 24, 2003

Introduction. This memorandum addresses the City Council's direction that staff develop and implement an odor information outreach action plan to encourage the public to properly report odor incidents.

Objective. To inform the public on how to make appropriate, timely and adequate odor complaints when foul odors are observed.

Schedule & Cost. Staff has completed documenting the complaint process and has created a database to track calls and outcomes. A flyer has been created that could be used to update the web site and public service announcements that are included below for November. Total cost for proposed outreach is estimated at \$7,500. A schedule of proposed activities is as follows:

November

Create flyer (Attachment #1). To be placed on the City's web site.
City Media – Public Service Announcements (1510AM, KMLP15 – TV: Attachment #2)

December

Flyer inserted into *Milpitas Post*
Flyer placed at public counters

January

Flyer inserted into *Panorama*, Chamber of Commerce Newsletter

March – April

Article in *Milpitas Recycling Scene* mailer
Arbor Day/Compost Giveaway Advertising

May

Flyer distributed through MUSD. Requires Superintendent review & approval.

June

Residential Doorhanger*

*Recommended; this is when complaints begin to rise.

Odor Complaint Process

The Bay Area Air Quality Management District (BAAQMD) is the regional agency that investigates odor complaints.

If you detect an odor, you should call BAAQMD's toll free hotline: (800) 334-ODOR or (800) 334-6367
You may call this number at anytime.

Be sure to make the complaint immediately so the inspector can begin to trace the odor.

The information below is needed to submit a complete complaint. It is important to provide enough information so an inspector may contact you and to discuss your observation.

Description of Odor (see below) _____

Date/Time of Odor _____

Location of Odor _____

Name _____

Phone Number _____ Alternate (cell or day phone) _____

Address _____

When logging an incident, try to associate the odor with something familiar:

- Rotten eggs
- Sewage/fecal matter
- Rotting vegetation
- Other useful descriptions are oily, musty, metallic, pungent, light or heavy.
- Burning plastic
- Garbage
- Compost
- Asphalt

Helpful information is whether the odor is fleeting but recurring, or constant for longer periods.

If you detect an objectionable
odor from whatever source,
you should IMMEDIATELY call

BAAQMD

(Bay Area Air Quality Management District)

toll free at

1-800-334-6367